

FRESH BUCKS:

HEALTHY FOOD FOR EVERYONE



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FRESH BUCKS OVERVIEW

FRESH BUCKS STEPS:

1. GO

TO YOUR FARMER'S MARKET
INFORMATION TENT



2. SWIPE

YOUR EBT CARD
FOR FRESH BUCKS



3. DOUBLE

YOUR DOLLARS - UP
TO \$10 PER PERSON



4. SHOP

FOR FRESH PRODUCE, INCLUDING:



FUNDING PARTNERSHIPS



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Sustainability & Environment



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FRESH BUCKS OUTCOMES

| Program Impact | 2012 (July-Dec) | 2013 (July-Dec) | 2014 (May-Dec) | 2015 (Year-round) |
|---|--------------------|--------------------|-------------------|----------------------|
| Participating locations | 7 | 17 | 18 | 21 |
| Participating residents | 1,500 | 3,000 | 3,877 | 3,962 |
| Total \$ to local farmers | \$70,000 | \$181,000 | \$245,133 | \$289,627 |
| Economic impact in local economy | \$125,300 | \$270,290 | \$438,788 | \$518,432 |
| New low-income shoppers | 905 | 1144 | 516 | 1,247 |
| Individuals who said they ate more fruits and vegetables because of Fresh Bucks | 85% | 90% | 89% | N/A |
| Individuals who said Fresh Bucks has made a difference in their families' diets | 81% | 94% | 92% | N/A |

FRESH BUCKS OUTCOMES cont...

- ↑ Produce Variety
 - *57% of participants said they bought a greater variety of produce as a result of FBx*
- ↑ Access to Farmers Markets
 - *87% of participants shop more frequently at farmers markets as a result of FBx*
 - *56% said they would not shop at farmers markets if not for Fresh Bucks*



OPPORTUNITIES - 2016 *and beyond*

- King County farmers market expansion
 - *All Seattle Markets (21)*
 - *Additional King County Markets (8) – Burien, Carnation, Des Moines, Duvall, Federal Way, Lake Forest Park, Renton, Vashon*
- Increased marketing efforts targeting low income community members
- Fruit/Vegetable Rx
- Good Food Bag/CSA
- Retail

